Turn Social Media Data into Action!

VIRTUAL STUDENT FEDERAL SERVICE

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Project Title	Turn Social Media Data into Action!
Project Summary	Engagement! It's all about engagement! Help us understand why certain social media posts outperform others, and make recommendations to improve our social media content...all based on the numbers.
Country	Turkey

Project Description

The U.S. Embassy in Ankara seeks an intern to help turn our social media data into an action plan. Can you help us make the necessary changes to avoid past mistakes, grow our audiences, and increase engagement? We currently manage Instagram, Twitter, Facebook and YouTube accounts. Each has its own audience, particularly in Turkey. With a small staff, we simply run out of hours in the day to do the type of data analysis necessary to identify trends in over (and under!) performing posts. We'll give you access to the info you need, and in return, you'll have the opportunity to impact U.S. Government messaging at one of the highest levels.

Depending on time available, the intern may also have the opportunity to develop several promotional posts for each platform to be deployed throughout 2019-20.

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Data visualization
Design thinking
Infographic design
Social media management

Additional Information

Check out our handles:

Twitter: @USEmbassyTurkey
Instagram: @abdbuyukelciligi
Facebook: @usdos.turkey
YouTube: US Embassy Ankara

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Turkish	No practical proficiency	Elementary proficiency	Nice to Have